

DIRECTIVE

WORKFORCE INVESTMENT ACT

Number: WIAD01-13

Date: March 11, 2002
69:170:cg:5094

TO: WORKFORCE DEVELOPMENT COMMUNITY

SUBJECT: WIA EMPLOYER CUSTOMER SATISFACTION

EXECUTIVE SUMMARY:

Purpose:

This directive provides guidance on the collection of employer information that is to be used to obtain State level customer satisfaction results under Title I of the Workforce Investment Act (WIA) of 1998.

Scope:

The requirements in this directive apply to all subgrantees (Governor's Discretionary Funding, 25 Percent funding and formula) that provide services to employers under Title I of WIA.

Effective Date:

This directive is effective immediately.

REFERENCES:

- Workforce Investment Act of 1998; Section 136
- WIA Participant Reporting Handbook (April 2001); Workforce Investment Act Information Bulletin WIAB00-89
- Training and Employment Guidance Letter (TEGL) No. 6-00, September 21, 2000
- TEGL No. 6-00, Change 1, October 31, 2001
- TEGL No. 7-99, March 3, 2000

STATE-IMPOSED REQUIREMENTS:

This directive contains some State-imposed requirements. These requirements are indicated by ***bold, italic*** type.

FILING INSTRUCTIONS:

This directive finalizes Draft Directive WIADD-24, issued for comment on December 7, 2001. Retain this directive until further notice.

BACKGROUND:

Section 136 of WIA specifies core indicators of performance and their application to workforce investment activities in adult, dislocated worker, and youth programs. Four core measures apply separately to the adult, dislocated worker and older youth participants; three measures apply to younger youth. Two measures of customer satisfaction apply across the three funding streams, one measure for employers and one for job seekers. This directive relates to implementation of the employer customer satisfaction measures.

On March 3, 2000, the United States Department of Labor (DOL) issued in TEGL 7-99 policies on core and customer satisfaction performance measures under Title I of WIA. This was followed by TEGL 6-00 in September 2000, which provided very specific guidance on the implementation of the customer satisfaction reporting requirements. According to these documents, customer surveys must be used to meet the customer satisfaction measurement requirements of WIA. The survey approach that must be utilized captures common customer satisfaction information that can be aggregated and compared at a State and national level. The DOL guidance requires a representative random sample at the State level only.

For measuring customer satisfaction, the DOL requires the use of the American Customer Satisfaction Index (ACSI). This Index is created by combining scores from three specific questions that address different dimensions of a customers' experience. For WIA application, there will be one score for each of two customer groups: participants and employers. Again, this directive is in reference to the employer customer satisfaction measure.

POLICY AND PROCEDURES:

Customer satisfaction responses will be collected at the State level through telephone interviews. The State has entered into a contract with California State University (CSU), San Marcos to provide the actual interviewing services. The telephone interview process is as follows: subgrantees will submit employer information to the State, a representative State-level random sample of these employers will be taken, and the vendor will contact employers from the random sample and conduct the telephone interview. According to TEGL 6-00, Change 1, the State must complete a minimum of 500 employer surveys annually across all funding streams with a 70% response rate. As stated in TEGL 6-00, the three core customer satisfaction questions that will be scored by the ACSI are as follows:

1. Utilizing a scale of 1 to 10 where "1" means "Very Dissatisfied" and "10" means "Very Satisfied," what is your overall satisfaction with the services provided from _____?
2. Considering all of the expectations you may have had about the services, to what extent have the services met your expectations? "1" now means "Falls Short of Your Expectations" and "10" means "Exceeds Your Expectations."

3. Now think of the ideal service(s) for people in your circumstances. How well do you think the service(s) you received compare with the ideal service(s)? “1” now means “Not Very Close to Ideal” and “10” now means “Very Close to the Ideal.”

Who will be surveyed?

Employers eligible for surveying include employers who have completed a substantial service or, if services are ongoing, when a full segment of service has been provided (e.g., after listing an open job order, the employer has received some referrals). If no service is received, an employer shall be submitted for survey if 30 days have lapsed since the initial request for service. All employers who have received a *substantial service* must be reported and are eligible to be chosen for inclusion in the random sample.

Since the release of TEGL 7-99, the State has received several inquiries from subgrantees about the definition of a *substantial service*; the following definition is a result of input from local and State interested parties:

A substantial service is defined as a service that is provided directly to the employer in person or through another direct communication medium (email, telephone) that involves more than just the exchange of information. This definition excludes those employers who request a brochure or standard mailing, those who ask a question that is answered with little expenditure of staff time, or those who use electronic self-services.

How is employer information submitted to the State?

To submit employer information for inclusion in the customer satisfaction random sample, subgrantees should use the Enter Employer Customer Satisfaction (EECS) screen on the Job Training Automation (JTA) system. General employer information, such as the employer name and address, is entered on this screen. It is important for subgrantees to provide a contact name when entering employer information on the EECS. The contact person should be aware of, and familiar with, the service(s) the subgrantee provided the employer. Once entered on the EECS, the employer information is transmitted to the State during the required monthly WIA participant report. For detailed instructions on how to enter employer information on the EECS, please refer to the *WIA Participant Reporting Handbook (April 2001)*; WIAB00-89.

When should employer information be entered into the EECS?

Subgrantees should submit employer information on an on-going basis as soon as a substantial service has been provided. The employer information will be transmitted to the State on the 20th of each month, so employer information for a given month shall be entered by that date. The State will compile and transmit employer information to CSU, San Marcos to draw the sample and conduct the telephone survey. In compliance with DOL requirements, employers should be surveyed within 60 days of the completion of the service or 30-60 days after a job order has been listed where no referrals have been made. Survey quality, validity, and response will be enhanced by contacting employers as soon as possible after a service

has been completed. For these reasons, it is important that subgrantees submit employer information on a timely basis.

Subgrantees should begin submitting current employer information immediately, and submit previous employer information going back to January 1, 2002.

What should be done when an employer receives multiple services?

In some instances, an employer may receive multiple services and have multiple contacts listed for the employer. Because employers are to be entered into the system as soon as a substantial service is provided, it will be the case that employers can be entered in the system multiple times for a given month. Steps will be taken by EDD, in partnership with CSU, San Marcos to ensure that no single employer will be contacted more than once a month.

What if employer services are being provided by other one-stop partnerships?

If a partner is providing WIA funded services on behalf of the one-stop and partnership board, then the employer information should be entered in the system.

ACTION:

Bring this directive to the attention of all appropriate staff.

INQUIRIES:

If you have any questions about this directive, please contact Damien Ladd at dladd@edd.ca.gov or (916) 654-5181. Please direct all technical JTA questions to the Automation Customer Support Unit Help Desk at (916) 653-0202.

/S/ BILL BURKE
Chief